

OFFICIAL

RECEIVED
CENTRAL FAX CENTER

DEC 18 2003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Serial No.09/534,916
Filing Date March 23, 2000
Inventor David J. Marsh
Group Art Unit 2876
Examiner Lee, Seung H.
Attorney's Docket No. MS1-525US
Confirmation No. 9507
Title: Enhancing Smart Card Usage For Associating Media Content with
Households

RESPONSE TO OFFICE ACTION DATED AUGUST 19, 2003

To: Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

From: Allan T. Sponseller (Tel. 509-324-9256 x215; Fax 509-323-8979)
Customer No. 22801

Sir:

In response to the Office Action of August 19, 2003, in connection with the above-identified application, the following remarks are submitted. Favorable consideration is respectfully requested.

A detailed listing of the claims is provided below. A status identifier is provided for each claim in a parenthetical expression following each claim number.